

EXPAND YOUR BRAND EXPERIENCE ONLINE

Rich with video, photo galleries and engaging content, history.ca is a robust site with diverse sponsorship opportunities

UNIQUE VISITORS UP 68% YEAR OVER YEAR

Source: Omniture Site Catalyst. February 2010.

PAGE VIEWS:

- 462,300 (more than doubled year over year)

VIDEO VIEWS:

- 265,000 (double digit increases each month since launching the video center)

KEY DEMOGRAPHICS:

- Men (58%), Women (42%)
- M25-54 w/ income of \$75K+ (105 index)

Source: comScore Inc. Media Metrix December to February 2010 avg.



THE PERFECT ENVIRONMENT FOR YOUR CLIENTS!

History Television offers multi platform advertising solutions that help your brand break through the clutter. Unique and customizable opportunities:

- 'This Day in History' - :15 second pop culture and historical trivia
- In-show promotional bugs
- Customized content opportunities including program stunts, marathons and contests
- Exclusive sponsorship billboards and tagged promo opportunities



HISTORY.ca



For more visit www.shawmedia.ca

Contact your Specialty Television Account Executive for proposals and customized opportunities.

HISTORY TELEVISION

HOT NEW AND RETURNING SERIES FOR SPRING AND SUMMER

ICE ROAD TRUCKERS

In the 3rd adrenaline charged season, viewers are introduced to the show's first female trucker, 28-year old Lisa Kelly

GREATEST TANK BATTLES

In this top rated series, dramatic and monumental tank battles are brought to life through stunning CGI animation and eyewitness accounts

PAWN STARS

Watch as the Harrison family showcases the eclectic array of items that come into their pawnshop in Season 2 of *Pawn Stars*

AFTERMATH

Explore the future of our world, and how we must fundamentally change the way we live and the planet we live on

BROADCAST PREMIERE FILMS

VANTAGE POINT - June 5, 2010

A star studded thriller about the attempted assassination of the American President, told from several different perspectives

THE OTHER BOLEYN GIRL - June 13, 2010

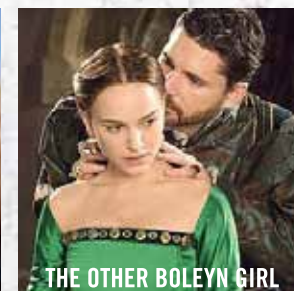
Scarlett Johansson, Natalie Portman and Eric Bana star in this film about two sisters who contend for the affection of King Henry VIII

21 - June 26, 2010

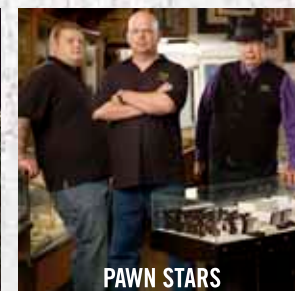
A fast paced, fact-based story about six MIT students who were trained to become experts in card counting and subsequently took Vegas casinos for millions in winnings



ICE ROAD TRUCKERS



THE OTHER BOLEYN GIRL



PAWN STARS



BREAKS THROUGH IN 2010

- History hit an all time audience record in March 2010 with the premiere of the third season of *Ice Road Truckers*, which garnered close to 600,000 viewers (2+) and marked a new audience record for the channel
- *Ice Pilots NWT* had the highest audiences of any Canadian series premiere on History Television, with 502,100 viewers (2+) in F'09

CONTINUED GROWTH ACROSS KEY DEMOS F09 VS. F08:

- Overall reach +24% (A25-54)
- A18-34 +10%
- M18-34 +14%
- W25-54 +20%
- Primetime audience +6% (A25-54)

Source: BBM Canada PPM (Aug 31/09 – Jan 3/10)/F08 BBM Canada Mark II (Sept 1 – Dec 28/08)

Source: BBM Canada PPM Meter confirmed data, Mo-Su 2a-2a

Source: BBM-NMR Meter Data Jan 5-Feb 1, 2009 vs. BBM Canada PPM Jan 4-Jan 31, 2010 (includes unconfirmed data)



WHO'S WATCHING?

- History Television skews 60% male
- 51% of the viewers are 25-54
- History Television has 7.1 million subscribers
- History launched in HD last fall, offering viewers the opportunity to see top rated series in high definition quality

ENGAGED VIEWERS

- History Television is a part of viewers' routine (109)
- Viewers report paying full attention to this channel when they watch it (125)
- Viewers make a point of trying to watch this channel (123)
- Viewers bring up things that they have seen on this channel in conversations (129)

Source: SRG Canwest Specialty Engagement Study, December 2000 A25-54

DISCERNING TASTE

- Higher household incomes and willing to spend more money to save time shopping (109)
- Believe that if you want quality you generally have to buy branded products (106)
- Trust that brands tell a great deal about a person (example: choice of car) (105)
- Own three or more vehicles in household (index of 115 vs. average TV viewer)

Sources: Comp% of A18-54 English Canada, F09 BBM Extended Diary Data (Mo-Su 6a-2a)

*Comp% of A18-54 English Canada: *Agree 1-4*, PMB 2009 Two-Year Readership Database